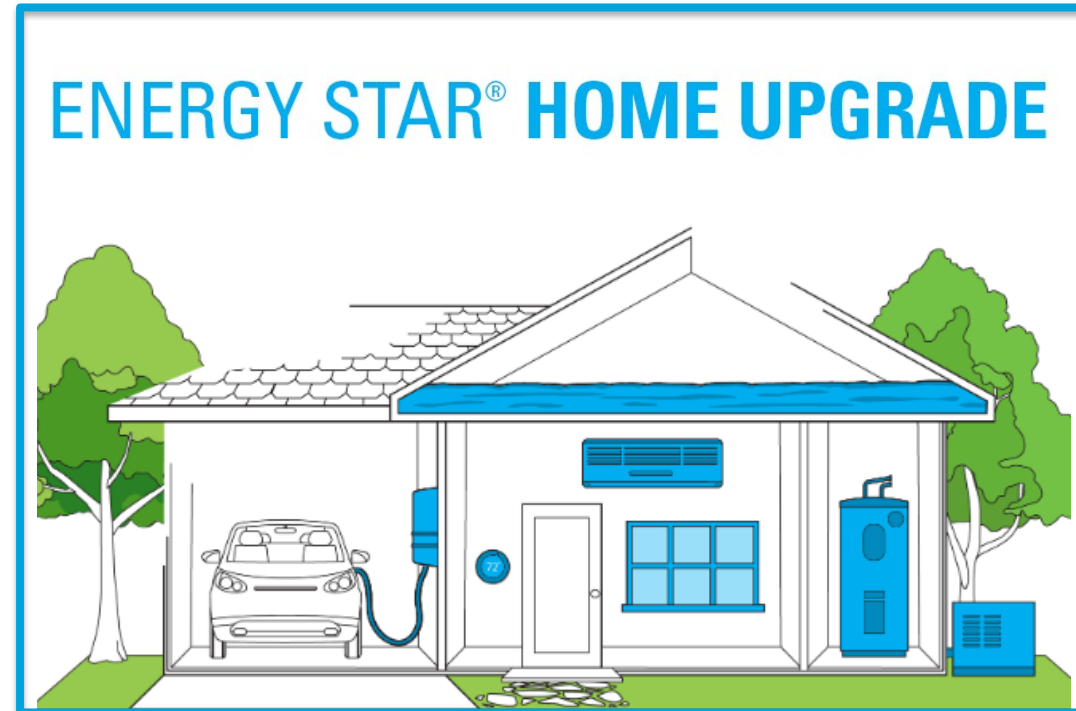


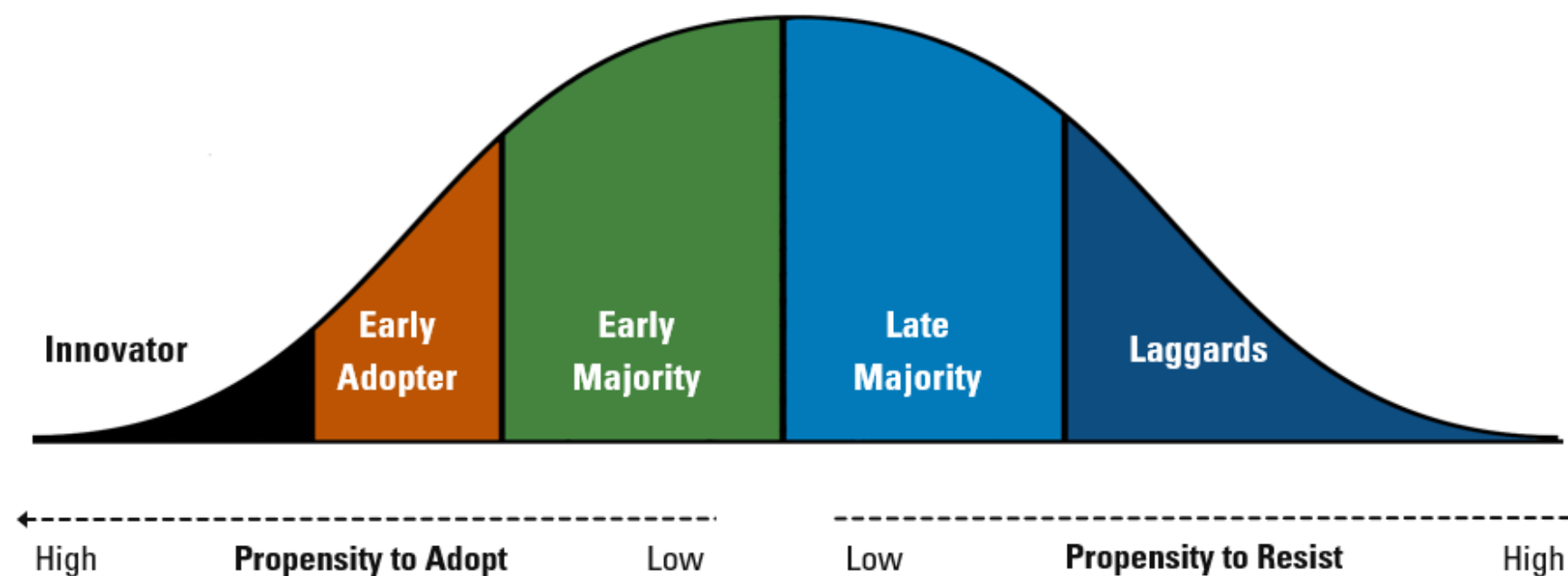


A Clean Energy Future for All

Bringing the Benefits of Energy Efficiency to Households Across America

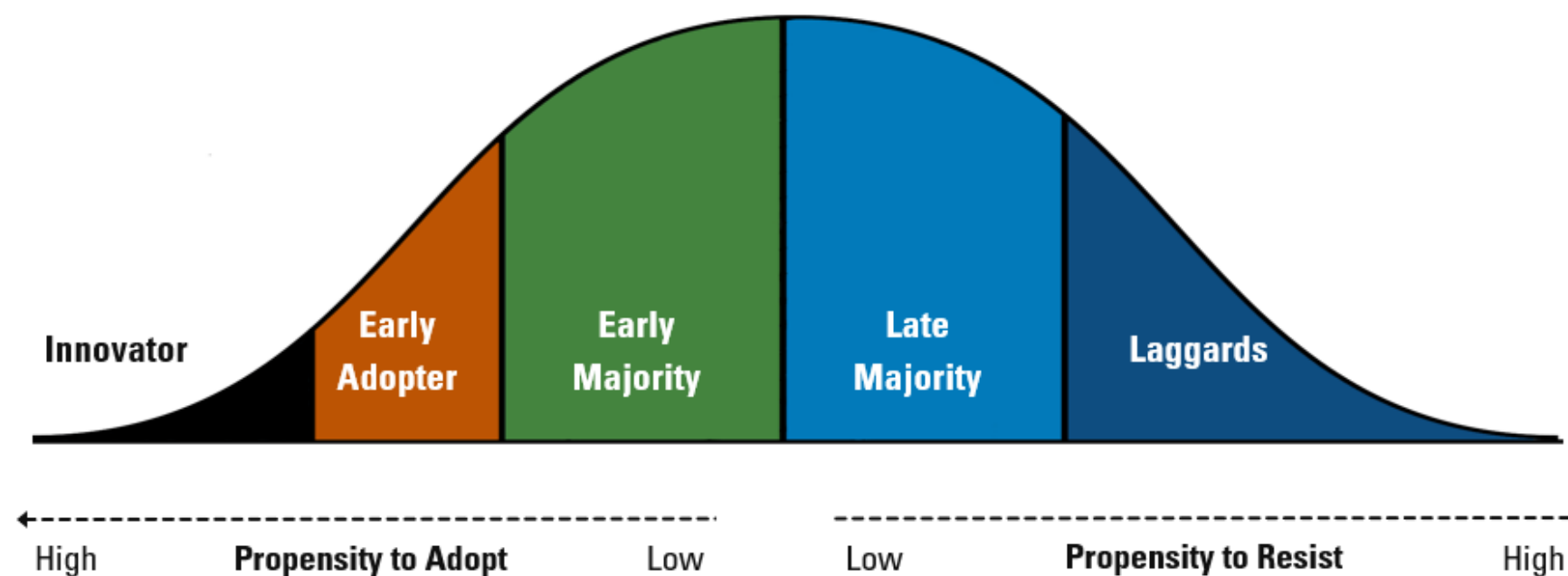


Market Transformation is the strategic process of intervening in a market to create a lasting change in behavior by removing identified barriers or exploiting opportunities that accelerate the adoption of all cost-effective energy efficiency.



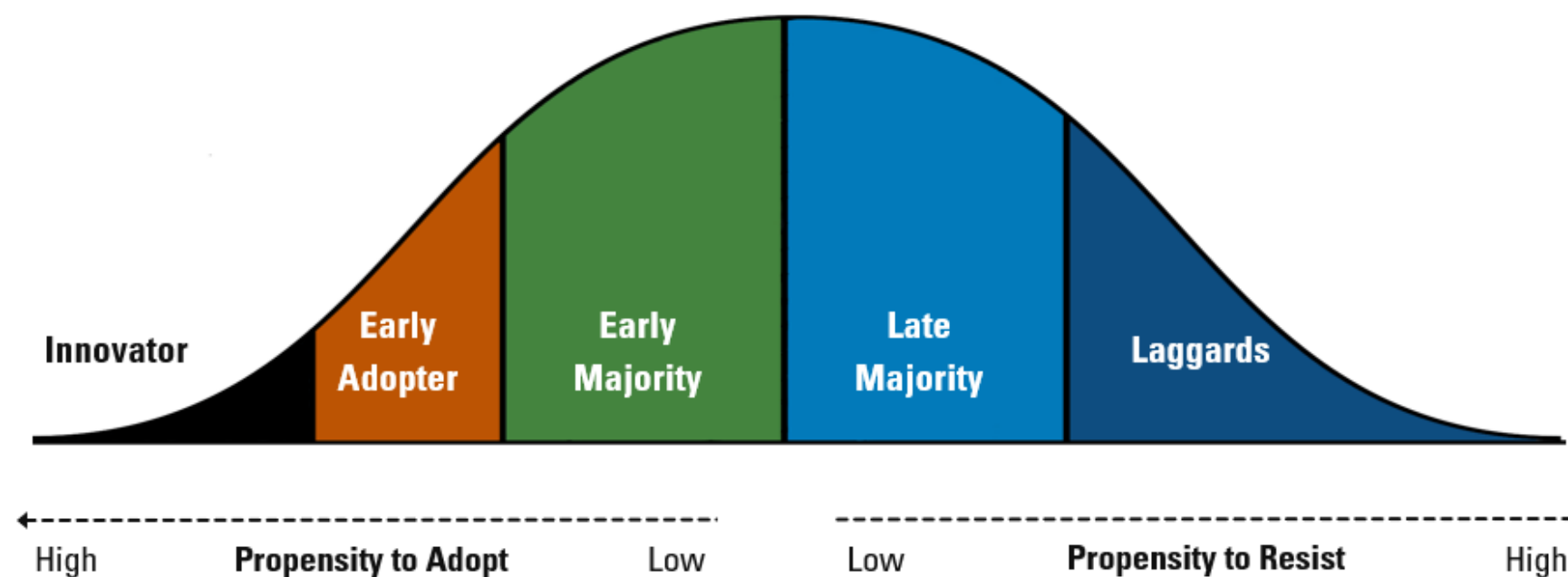
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- **Lack of awareness**



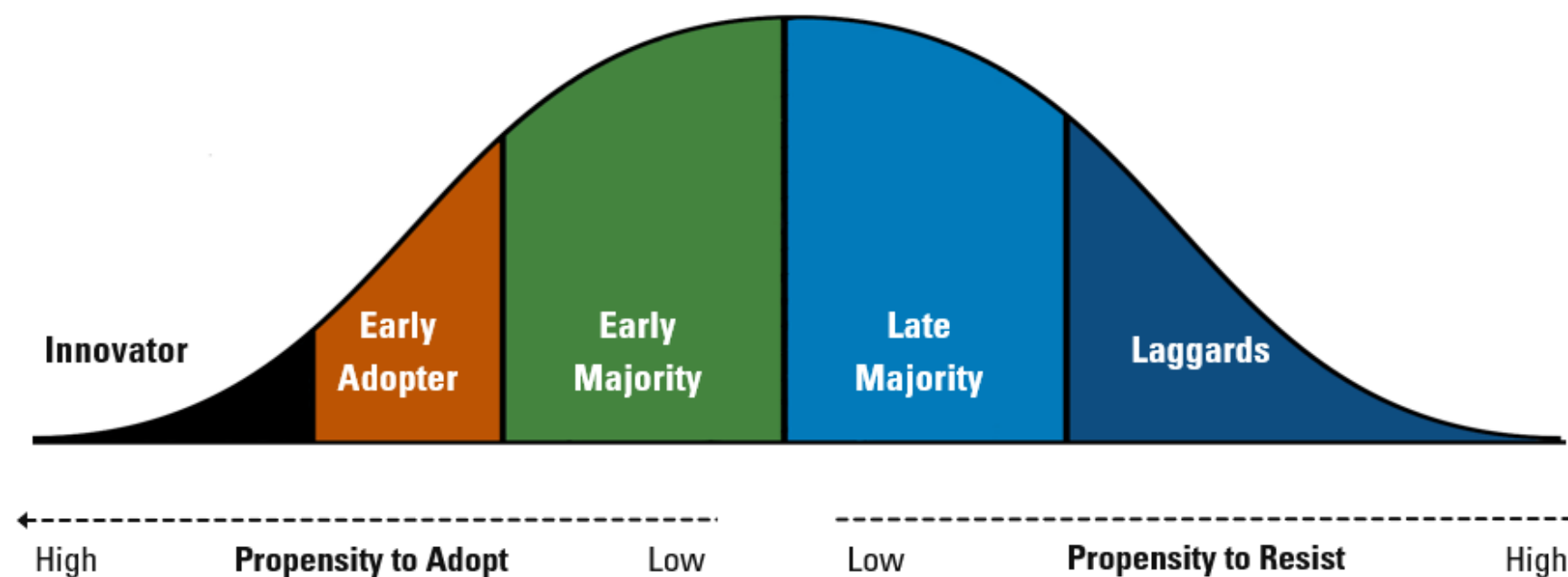
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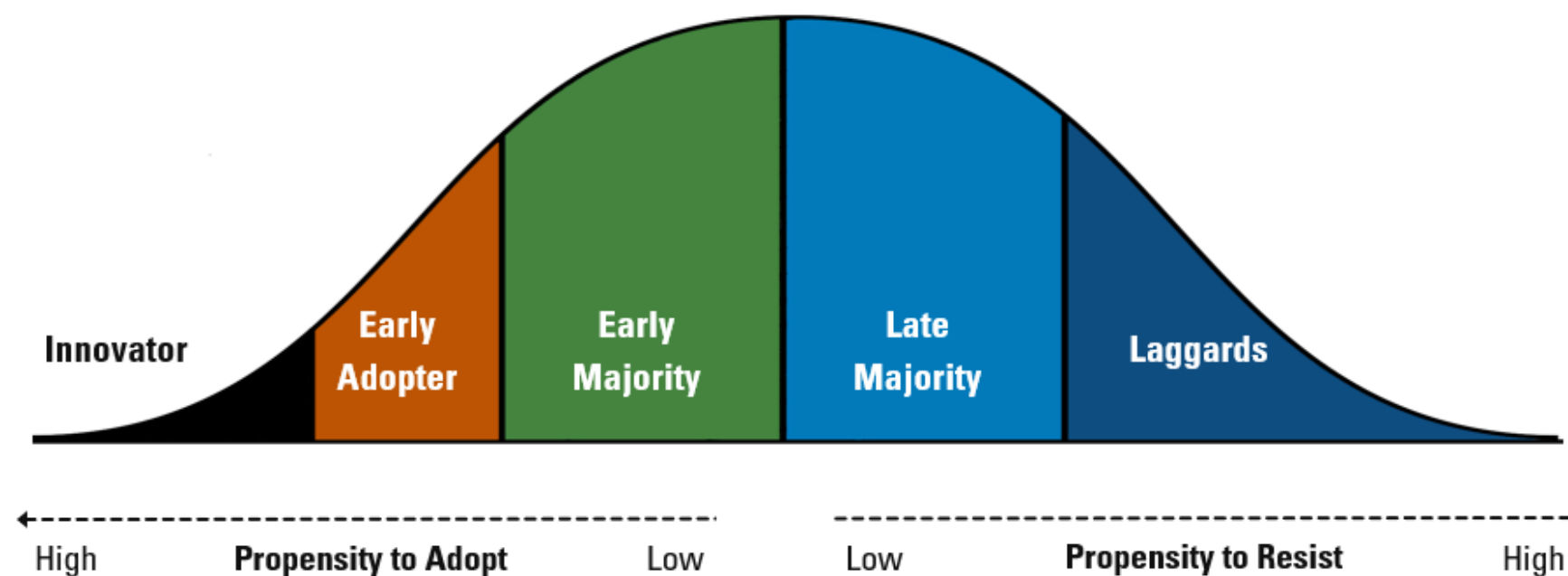
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Market Transformation is the strategic process of intervening in a market to create a lasting change in behavior by removing identified barriers or exploiting opportunities that accelerate the adoption of all cost-effective energy efficiency.

- **Lack of awareness**
- **Uncertainty in performance**
- **Lack of availability**
- **Lack of capability**
- **Cost**

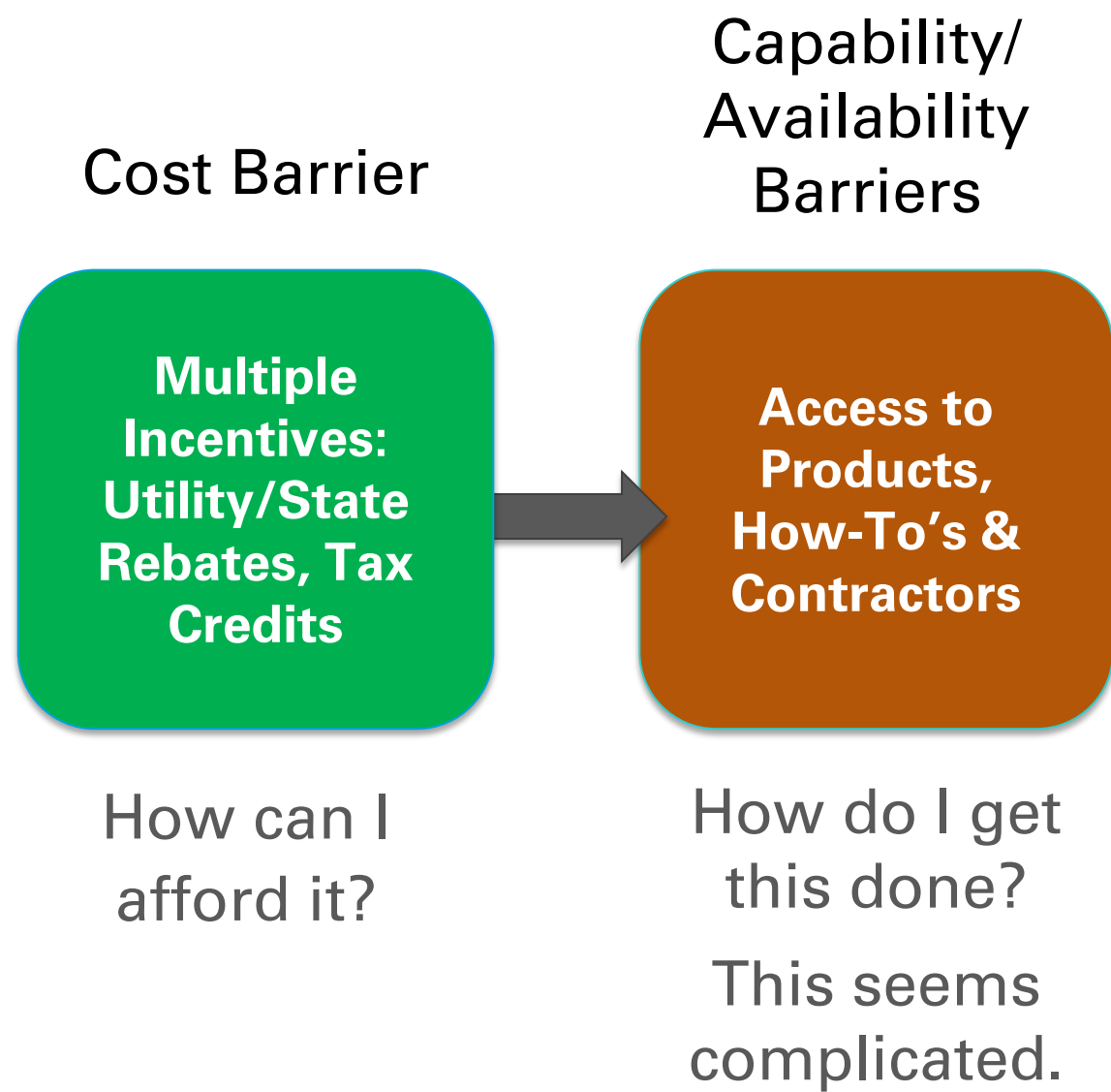


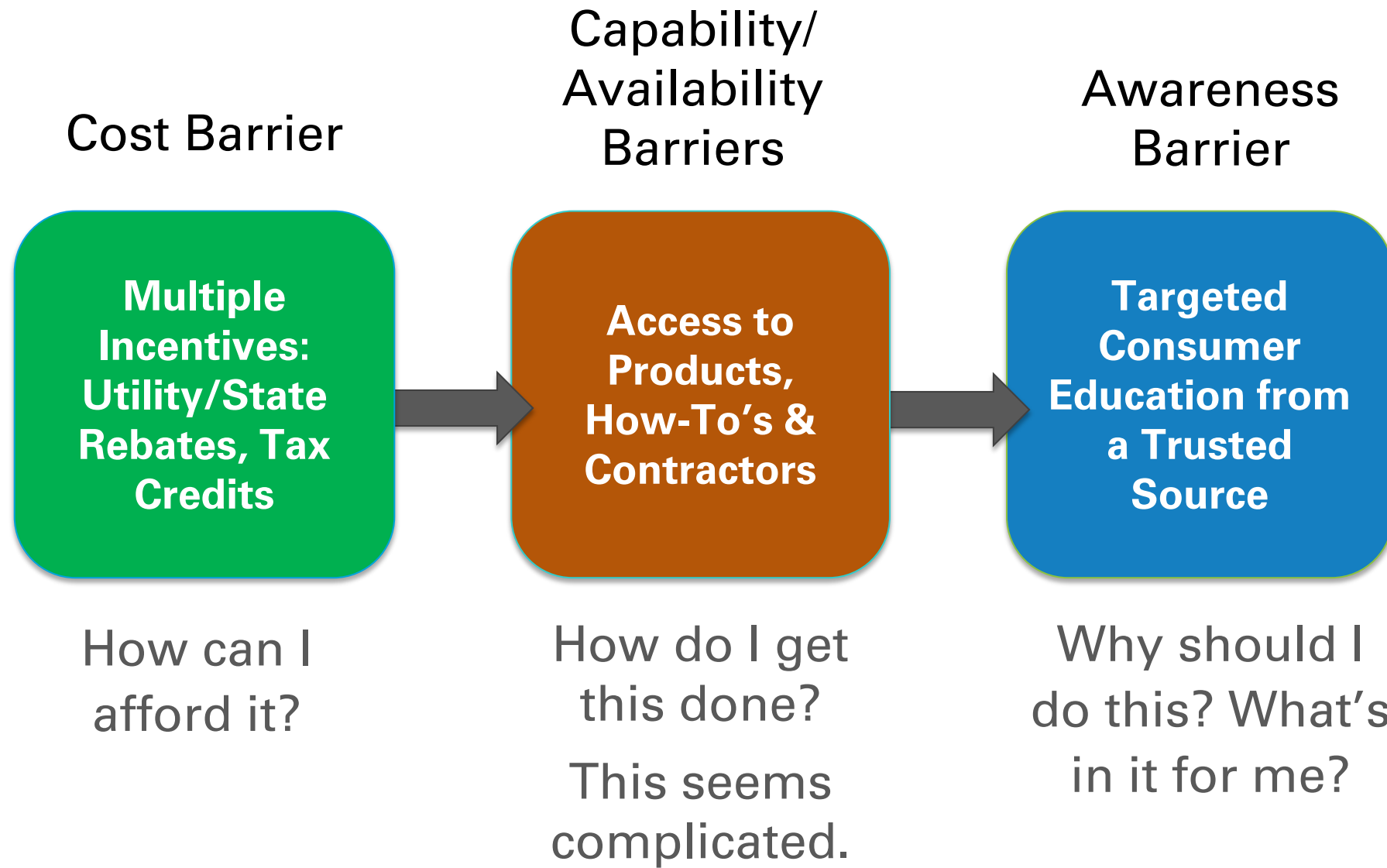


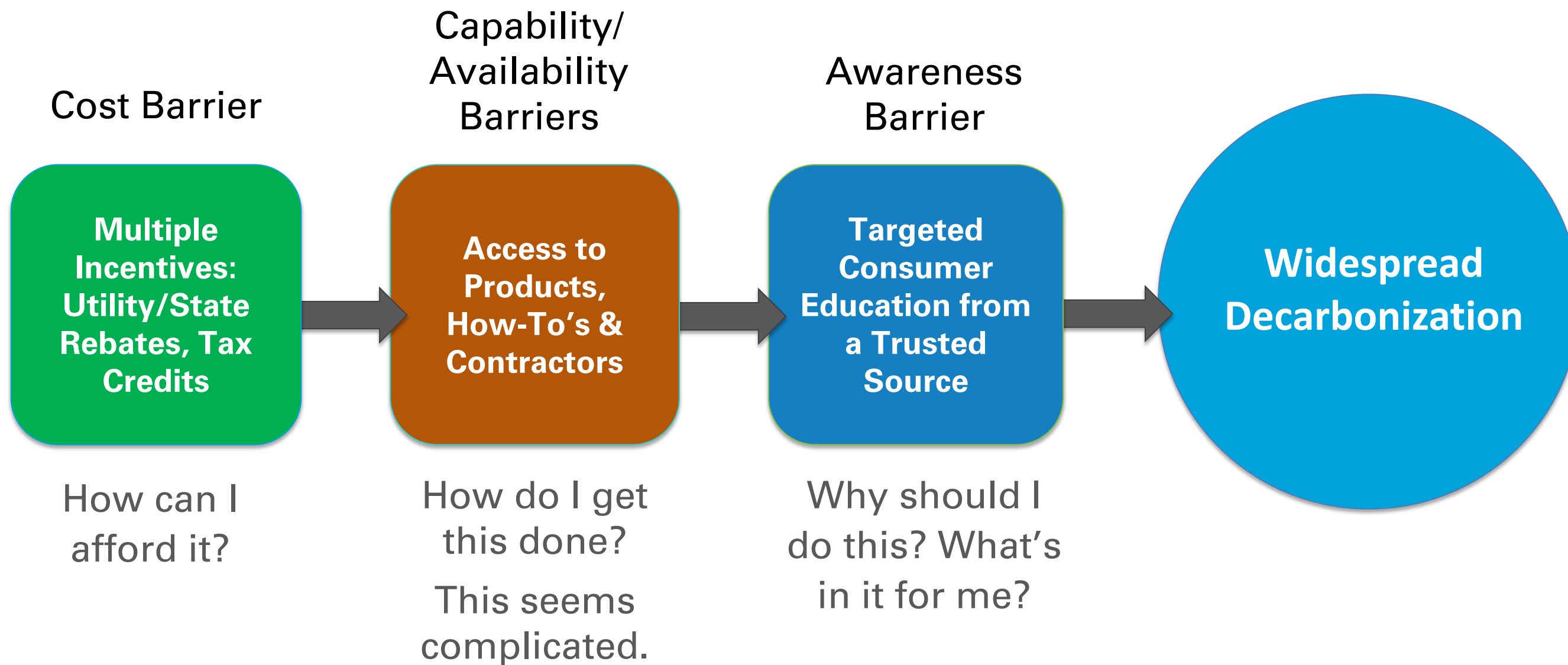
Cost Barrier

**Multiple
Incentives:
Utility/State
Rebates, Tax
Credits**

How can I
afford it?







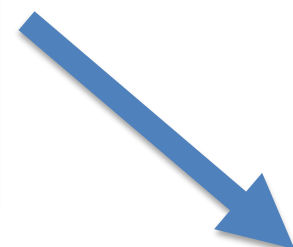


**Multiple
Incentives:
Utility/State
Rebates, Tax
Credits**

- Rebate Finder
- Tax Credits
- Links to State Rebates

**Access to
Products,
How-To's &
Contractors**

- Product Finder
- ENERGY STAR Home Upgrade
- Service Provider Partnership
- Installer Finder



- Rebate Finder
- Tax Credits
- Links to State Rebates

- Product Finder
- ENERGY STAR Home Upgrade
- Service Provider Partnership
- Installer Finder



Rebate Finder

Product category-specific utility rebate information is provided based on the user's zip code with a link to the fulfillment website.

ENERGY STAR Rebate Finder

Find rebates and special offers near you on ENERGY STAR certified products. Products that earn the ENERGY STAR label meet strict energy-efficiency specifications set by the U.S. EPA helping you save energy and money while protecting the environment.

Enter your zip code to begin. [FIND REBATES](#)

22 Records Found

<p>Heat Pump Water Heaters</p> <p>Mail-in Rebate [?]</p> <p>Baltimore Gas and Electric Company (BGE) 877-685-7377</p> <p>Baltimore Gas and Electric Company (BGE) offers a mail-in rebate on the purchase and installation of heat pump water heaters greater than 55 gallons. Offer valid 01/01/2021 through 12/31/2023. Other restrictions may apply; please visit the website for additional details.</p>	\$800	01/01/2021 - 12/31/2023	Visit website to learn more
<p>Heat Pump Water Heaters</p> <p>Online Rebate [?]</p> <p>Baltimore Gas and Electric Company (BGE) 877-685-7377</p> <p>Baltimore Gas and Electric Company (BGE) offers a online rebate on the purchase and installation of heat pump water heaters 55 gallons or less. Offer valid 01/01/2021 through 12/31/2023. Other restrictions may apply; please visit the website for additional details.</p>	\$800	01/01/2021 - 12/31/2023	Visit website to learn more

external to the energystar.gov domain. [EXIT](#)

Government

30% of cost up to \$2,000

01/01/2023 - 12/31/2032

tax credit on the purchase and installation of Air-
rage. Offer valid 01/01/2023 through 12/31/2032.
ase visit the website for additional details.

[Visit website to learn more](#)



Tax Credits

The first phase of the incentive finder portion of the hub includes the 2023 federal efficiency tax credit information.

Tax Credits for Homeowners

Information updated 12/30/2022

Under the Inflation Reduction Act of 2022, federal income tax credits for energy efficiency home improvements will be available through 2032. A broad selection of ENERGY STAR certified equipment is eligible for the tax credits. Independently certified to save energy, ENERGY STAR products are a smart investment for energy efficiency you can count on. Taking advantage of tax credits, along with any available [rebates](#), is a good way to help make the transition to a clean energy future more affordable. Most of the six elements of an [ENERGY STAR Home Upgrade](#) are covered.

Heating & Cooling Tax Credits



Heat Pump Water Heaters Tax Credit

Information updated 12/30/2022

This tax credit is effective for products purchased and installed between January 1, 2023, and December 31, 2032.

[See tax credits for 2022 and previous years.](#)

You can claim:

30%
of project cost

\$2,000
maximum amount
credited

What products are eligible?

Heat pump water heaters that have earned the ENERGY STAR are eligible for this credit.

Note: Under the tax code, eligible equipment must "meet or exceed the highest efficiency tier (not including any advanced tier) established by the Consortium for Energy Efficiency which is in effect as of the beginning of the calendar year." The eligibility described above is consistent with this requirement.

Annual Limits on Energy Efficient Home Improvement Tax Credits

In addition to limits on the amount of credit you can claim for any particular equipment installation or home improvement, there are



Product Finder


Leverage existing Product Finder to help consumers identify Inflation Reduction Act incentive-eligible products.



Access to ENERGY STAR API, Data Set or Excel File

Languages: English | Français

Find and Compare Change Product



ENERGY STAR Certified Water Heaters

Water heaters that earn the ENERGY STAR come with gas, solar or electric heat pump technology. They heat your water just like standard models but with much less energy, saving you up to \$3500 over a unit's lifetime.

Start Saving with a Super-Efficient Water Heater

[GET STARTED](#)

[FIND INSTALLERS \(108\)](#) [FIND RETAILERS \(87\)](#) [BUYING GUIDANCE](#)

Heat Pump Water Heaters **30% of cost up to \$2,000** Valid: 01/01/2023 - 12/31/2032

Tax Credit ⚠️
Federal Government

The federal government offers a tax credit on the purchase and installation of Heat Pump Water Heaters. Offer valid 01/01/2023 through 12/31/2032. Other restrictions may apply; please visit the website for additional details.

[Visit website to learn more](#)

[SHOW ALL REBATES](#)


(113) heat pump water heater installers in your area.

Rheem - PROPH80 T2 RH375-SO Compare

Hybrid/Electric Heat Pump - Electric Uniform Energy Factor (UEF): 4.07
Storage Volume (gallons): 72 First Hour Rating (gallons): 87

Tax Credit Eligible

[CLICK FOR PRODUCT DETAILS](#)



202 Records Found

Filter Your Results

filter by keyword

Fuel

- Electric (247)
- Natural Gas (208)
- Propane (159)
- Do not filter

Type

- Gas Storage (78)
- Gas Tankless (177)
- Hybrid/Electric Heat Pump (247)
- Solar with Electric Backup (30)
- Solar with Gas Backup (20)
- Do not filter

Brand Name

- A. O. Smith (59)
- ACR (2)
- AET (7)
- American (40)



A set of six generally applicable, electric energy efficiency improvements designed to work together to deliver significant energy and cost savings.

Home Upgrade Declaration Sheet will allow service providers to promote and document improvements for homeowners leveraging the ENERGY STAR label.



Home » Energy Efficient Products » ENERGY STAR Home Upgrade

ENERGY STAR HOME UPGRADE

The ENERGY STAR Home Upgrade is a carefully crafted set of six high-impact, energy efficiency improvements for your home. Designed to work together to deliver significant energy and cost savings, these upgrades can also help you transition from fossil fuels for a cleaner, healthier and more comfortable home. You can choose the improvements that make the most sense for your home and implement them at your own pace. Watch this [video](#) to learn more.

Our energy supply is getting cleaner and more renewable every day. Taking action now can help you prepare for a clean energy future, while enjoying energy savings and a more comfortable home today. Count on ENERGY STAR to help you navigate the process and the new tax credits to provide even bigger savings.

- CLEAN HEATING AND COOLING
- SUPER-EFFICIENT WATER HEATER
- SMART THERMOSTAT
- WELL-INSULATED AND SEALED ATTIC
- HIGH PERFORMING WINDOWS OR STORM WINDOWS
- ELECTRIC READY



Installer Finder

Leverage existing HPWH Installer Finder to find local plumbers and contractors that avidly support heat pump technologies.



Upgrade Your Water Heater Today!

ENERGY STAR Heat Pump Water Heaters are independently certified to deliver energy savings

20002

FIND LOCAL INSTALLERS & RETAILERS

(108) LOCAL INSTALLERS (87) LOCAL RETAILERS

Disclaimer

- Warner Super Services**
Oxon Hill, MD 20745 [Visit website](#)
- Master Plumbing & Mechanical Inc**
Silver Spring, MD 20910 [Visit website](#)
- John G Webster HVAC**
Beltsville, MD 20705 [Visit website](#)
- The Plumbing Doctor Inc.**
Falls Church, VA 22046 [Visit website](#)

1 2 3 4 5 6 7 8 9 10 -- Next > Browse installers by state

We found incentives for you!

- Heat Pump Water Heaters** Valid: 01/01/2023 - 12/31/2032
30% of cost up to \$2,000
- Tax Credit ⚠️





Service Provider Partnership

Develop network of service providers that can provide ENERGY STAR Home Upgrade improvements more holistically & help facilitate the range of financial resources available for low-income households .

Home Upgrade Declaration Sheet will allow service providers to promote and document improvements for homeowners leveraging the ENERGY STAR label.



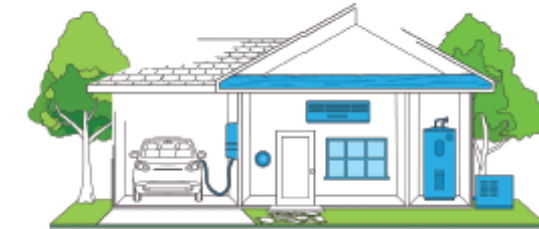
ENERGY STAR® HOME UPGRADE

The ENERGY STAR Home Upgrade is a carefully crafted set of six high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings. These upgrades can also help you transition from fossil fuels for a cleaner, healthier and more comfortable home. Energy supply in the U.S. is getting cleaner and more renewable every day. Congratulations on taking action now to help you prepare for a clean energy future while enjoying a more comfortable home today.

www.energystar.gov/homeupgrade

Customer Name

Customer Address



ENERGY STAR® Certified Heat Pump

Date of Install:
Manufacturer:
Model Name/Number:
Efficiency Criteria (SEER and HSPF):

ENERGY STAR® Certified Heat Pump Water Heater

Date of Install:
Manufacturer:
Model Name/Number:
Uniform Energy Factor (UEF):

ENERGY STAR® Certified Smart Thermostat or Certified Heat Pump with Recommended Control

ENERGY STAR® Certified Windows or Storm Windows

Well-Insulated and Sealed Attic

Electric Ready

Products that earn the U.S. Environmental Protection Agency's ENERGY STAR label are independently certified to save energy, save money and help protect the climate. Visit: www.energystar.gov/about/federal_tax_credits/non_business_energy_property_tax_credits for more information.

Incentive Finder

Effectively funnel consumers towards completing the transaction by structuring the enhanced tool consistent with the nature of the purchase.

Find all of the incentives that are available to me

Explore the eligible equipment

Connect to services to get the work done



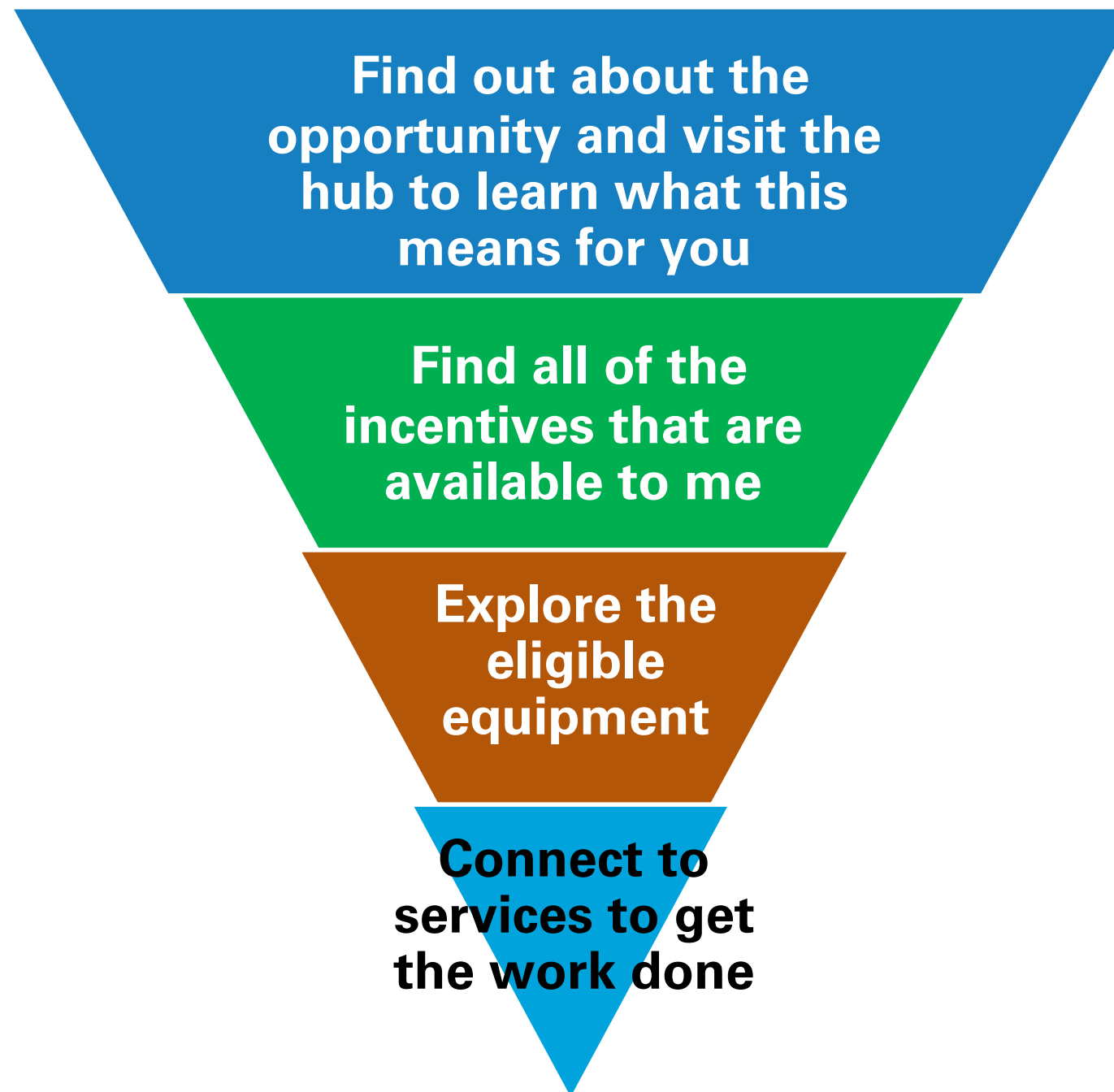
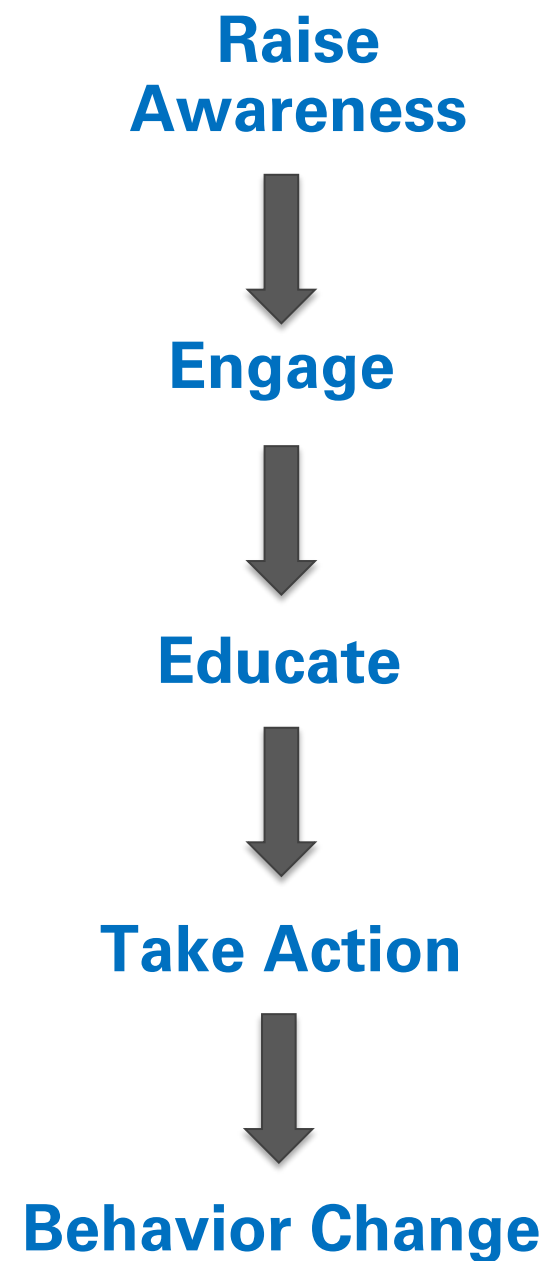


Find out about the opportunity and visit the hub to learn what this means for you

Find all of the incentives that are available to me

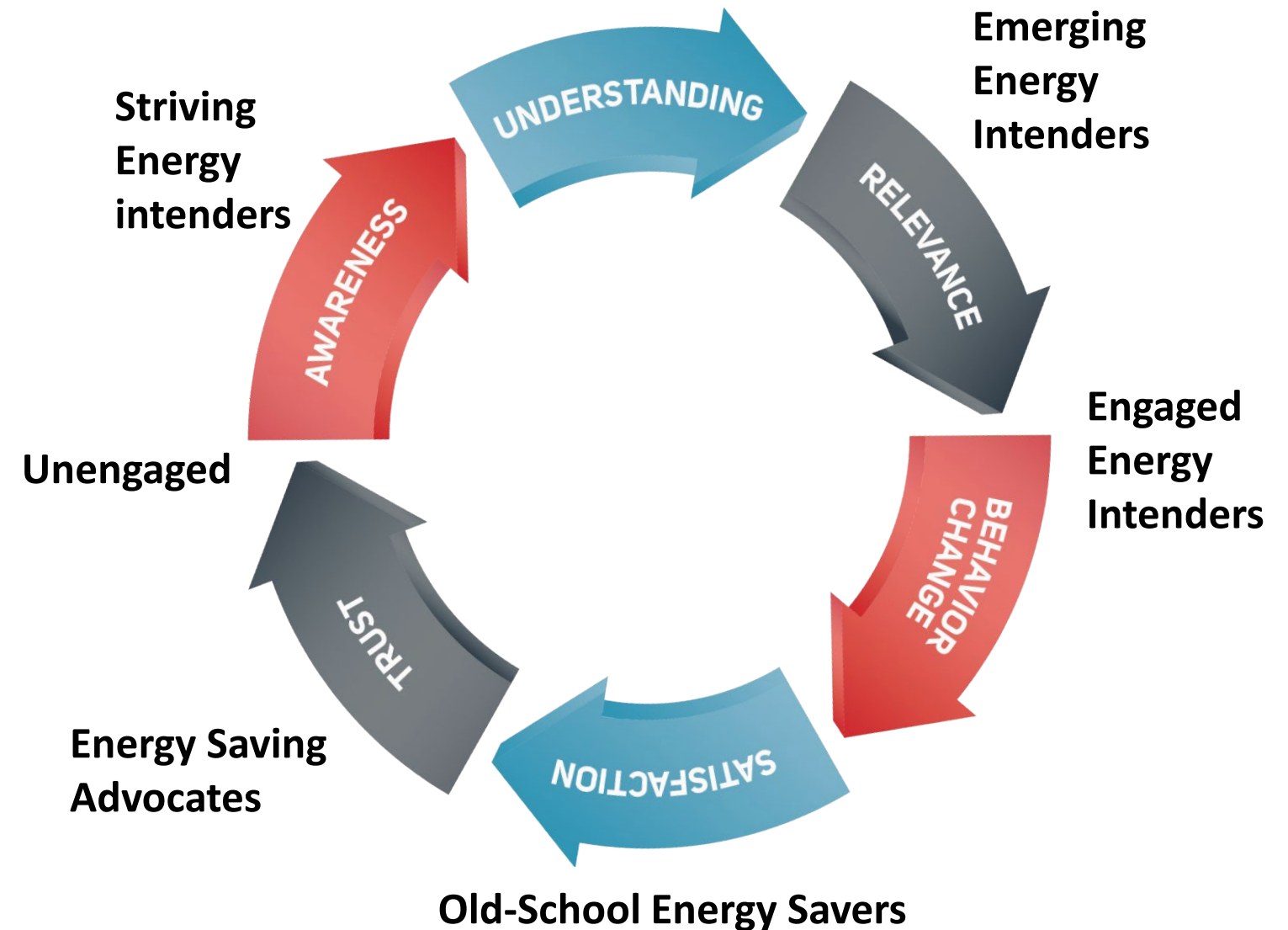
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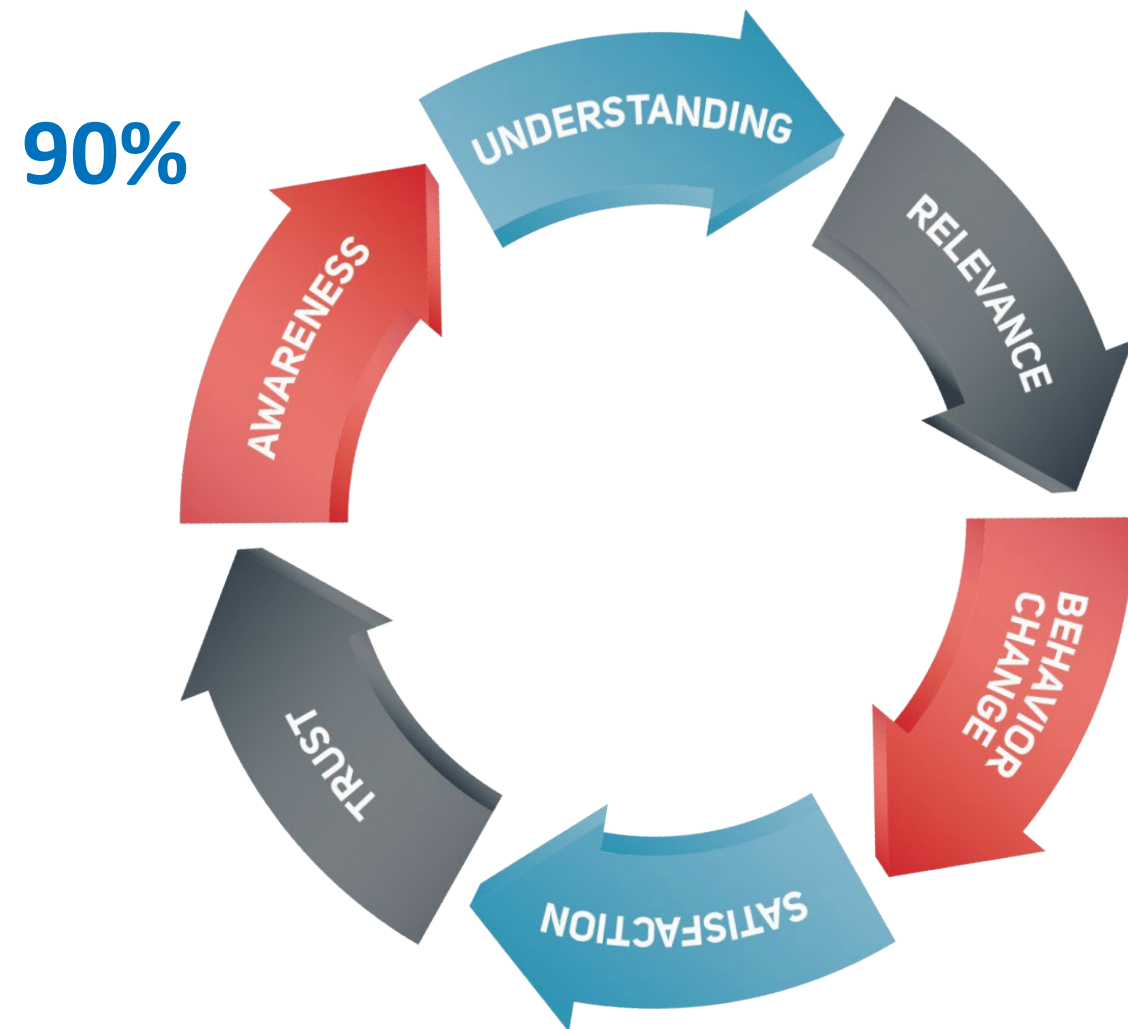
Behavior-Change Continuum – Each Segment Represents a Unique Opportunity

- **Energy Intenders (Mostly LMI, younger, new families):**
 - Move from conservation behaviors to **broader product adoption.**
- **Energy Savers (Mostly higher income, older, later life stage):**
 - Move from product adoption to **higher impact efforts**, such as ENERGY STAR Home Upgrade.
- **Unengaged (all income levels):**
 - Build awareness, engagement, and relevance to **begin the energy efficiency journey.**



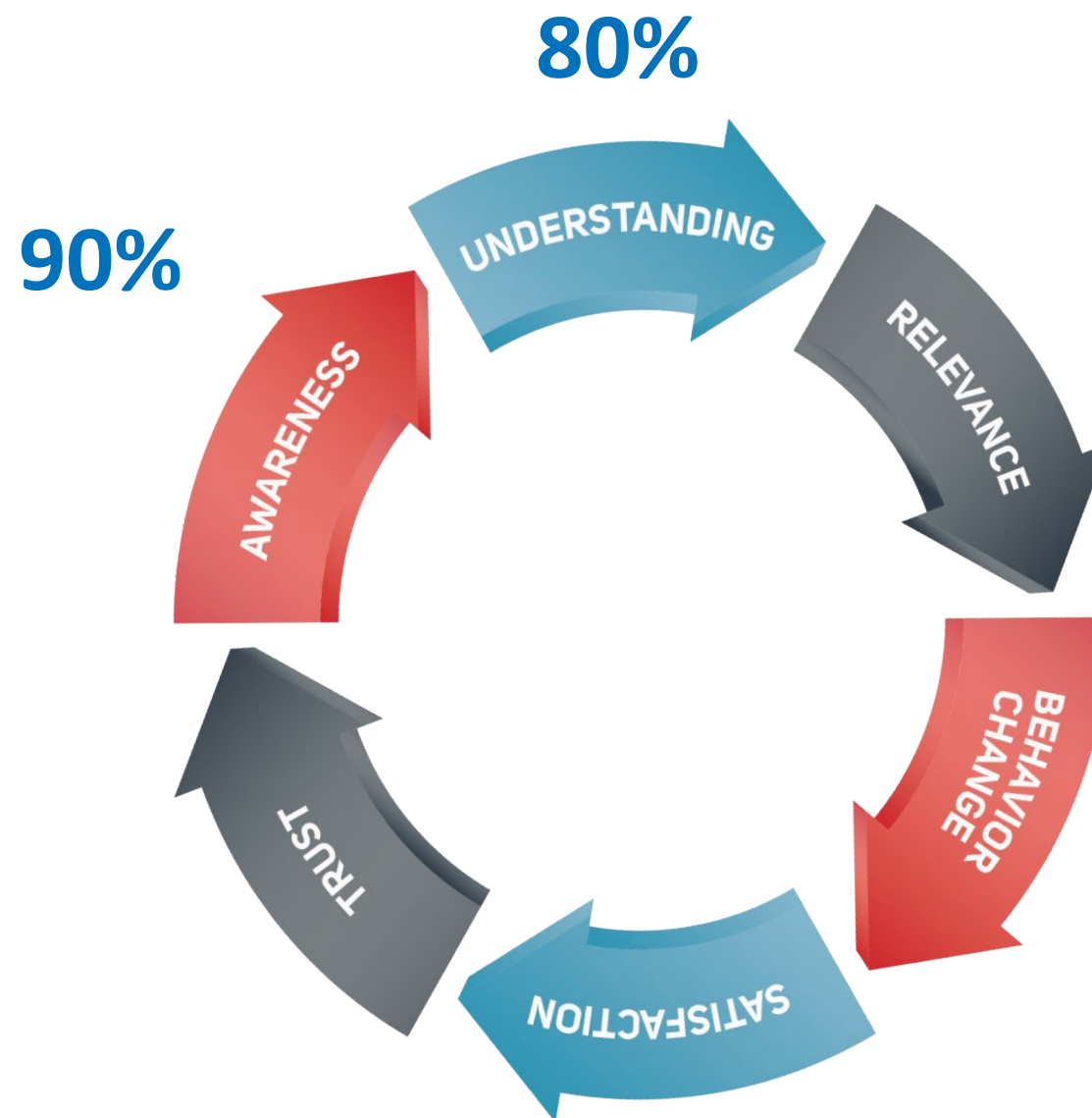
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- More than **90%** of American households recognize the ENERGY STAR label.



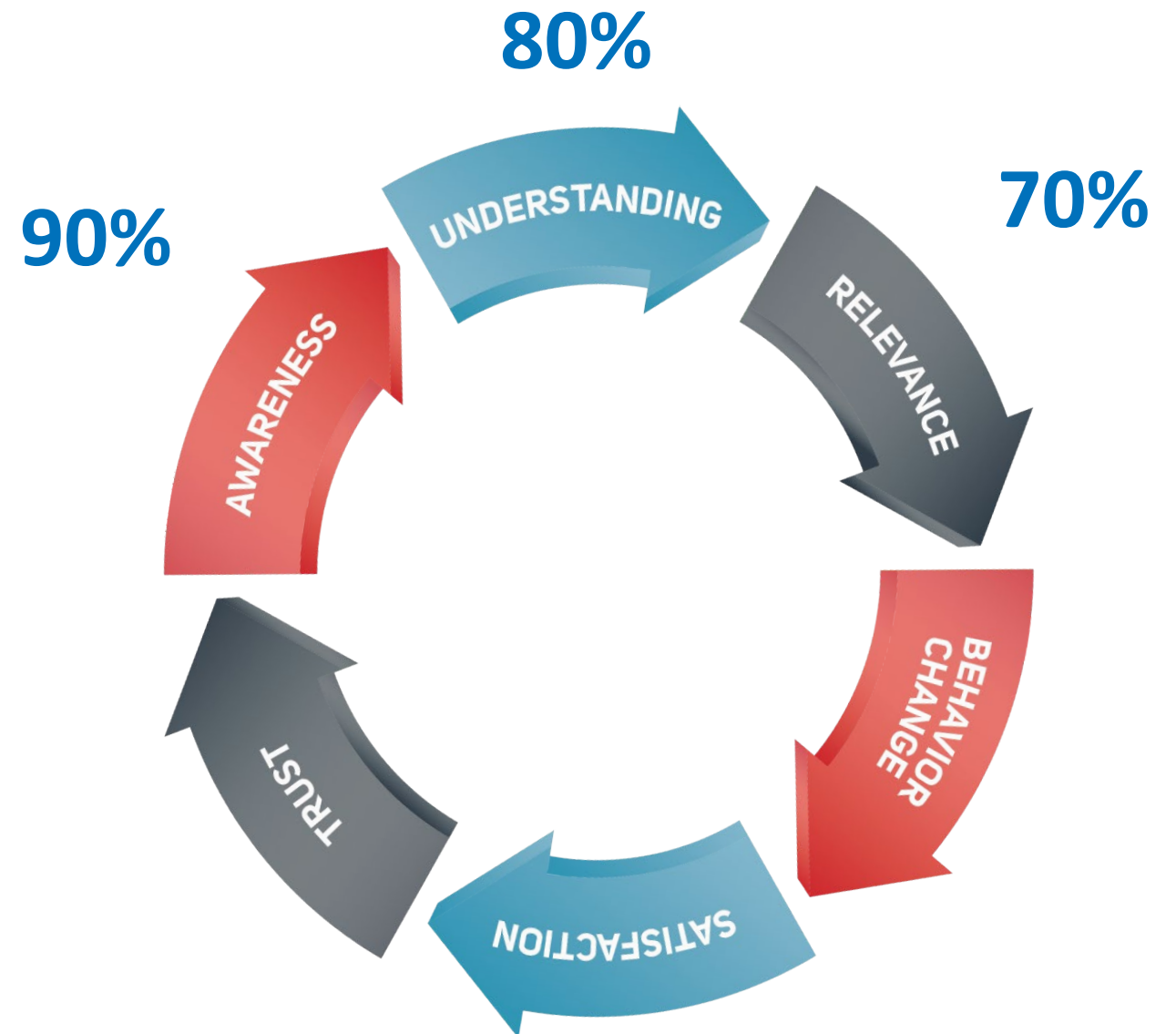
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- More than **80%** have a general or high understanding of what ENERGY STAR means.



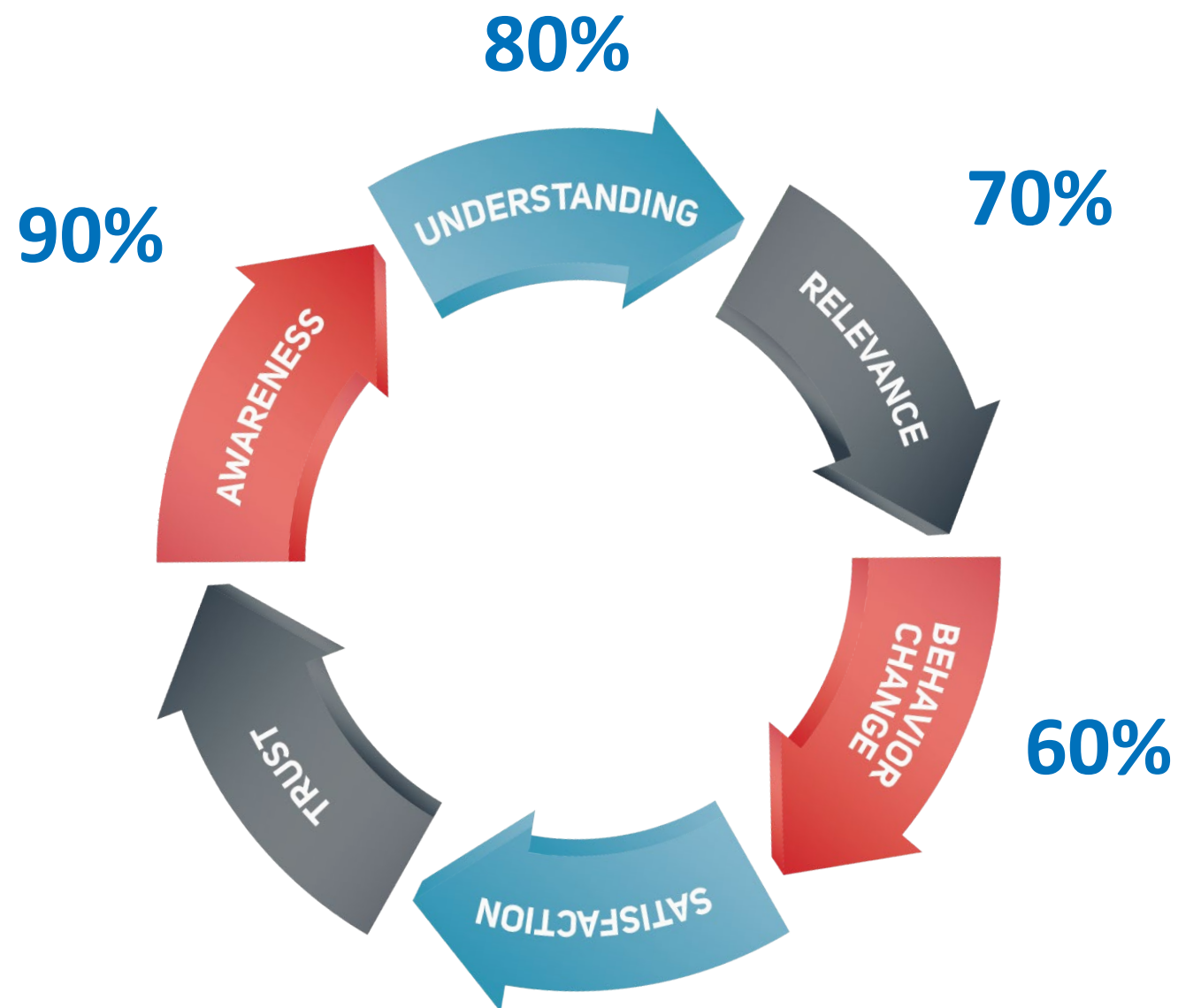
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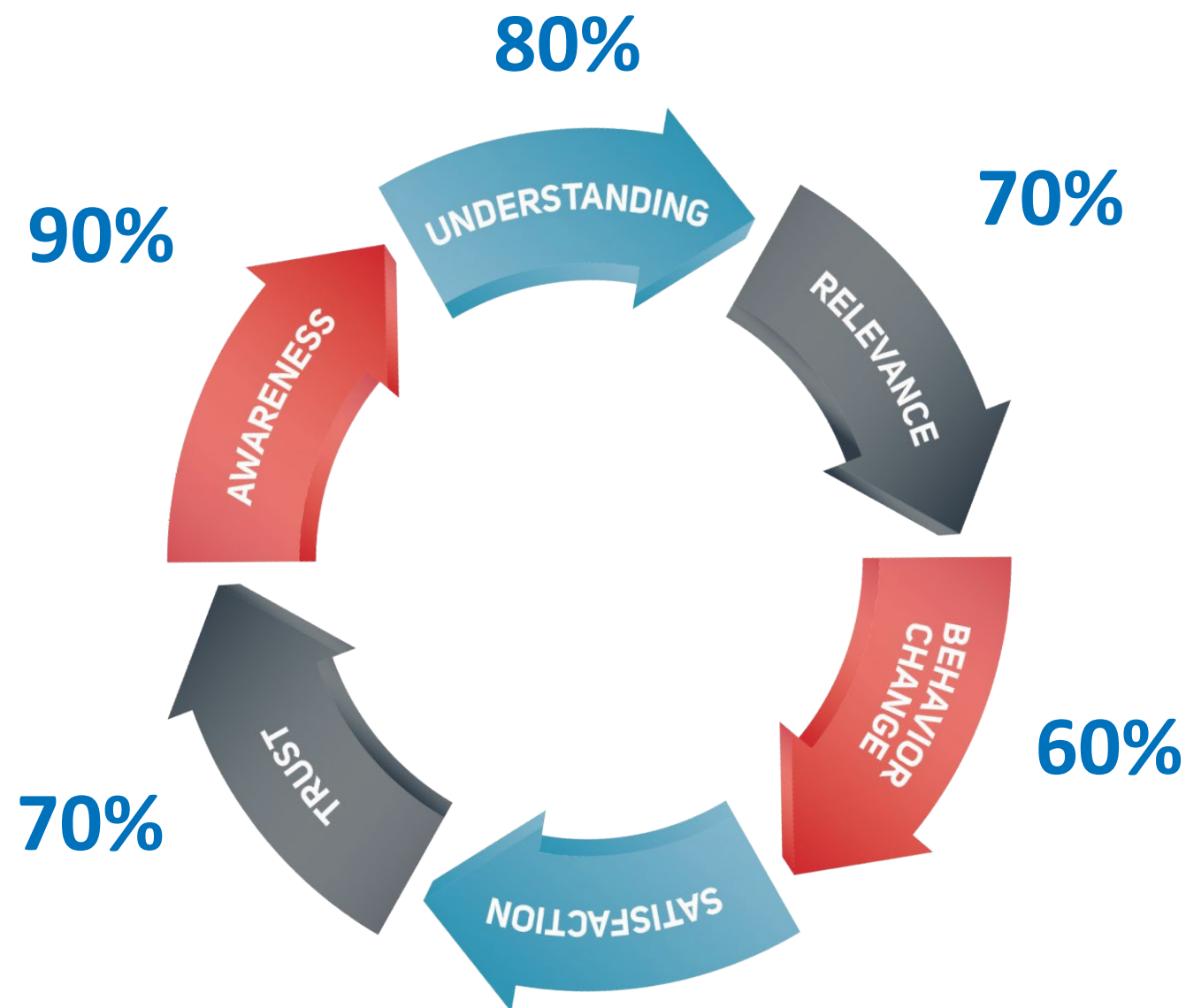
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- About **70%** of recent purchasers would recommend ENERGY STAR to a friend.

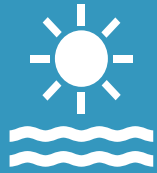


Consumer Insights



Consumers across ENERGY STAR audience segments are generally **optimistic** about the clean energy future but have questions/concerns about what it means for them.

Consumer Insights

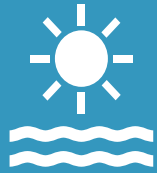


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ENERGY STAR is seen as a **natural** and **trusted** source of information and guidance among all segments.



Low-income consumers require even more understanding, trust, and access to resources and funding to engage.



Clean Energy Future Campaign

A unifying campaign platform designed to generate excitement and enthusiasm about the clean energy transformation and inspire audiences to learn more/take action.

Target Audiences: English & Spanish-speaking Homeowners

Action-Driving Promotional Pulses

Targeted promotions that ladder up to the over-arching CEF platform, designed to drive consumers to take action through ENERGY STAR Home Upgrade measures, using rebates and incentives.

Target Audience Segments:
English & Spanish-speaking Homeowners

<80% AMI

80% - 150% AMI

>150% AMI

State-Level Low Income Outreach

Grassroots outreach leveraging ENERGY STAR Home Upgrade Service providers empowered with outreach materials and support from ENERGY STAR.

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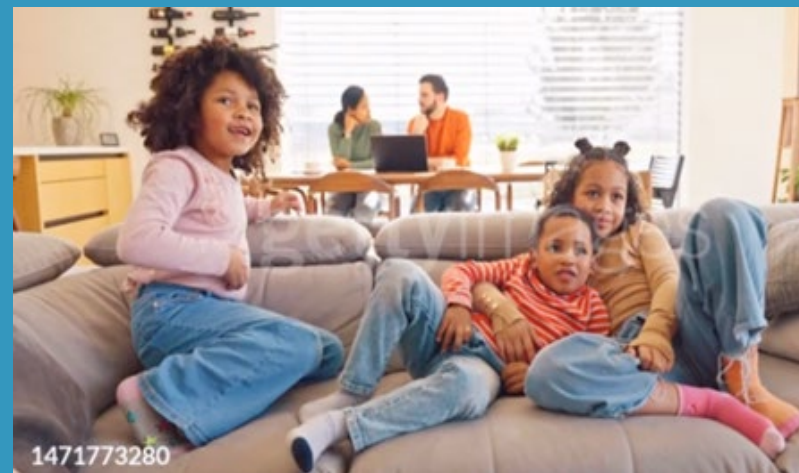
Unifying Campaign Platform

Clean Energy Future Campaign

Earth Day 2023: Environment



ENERGY STAR Day 2023: Inclusivity

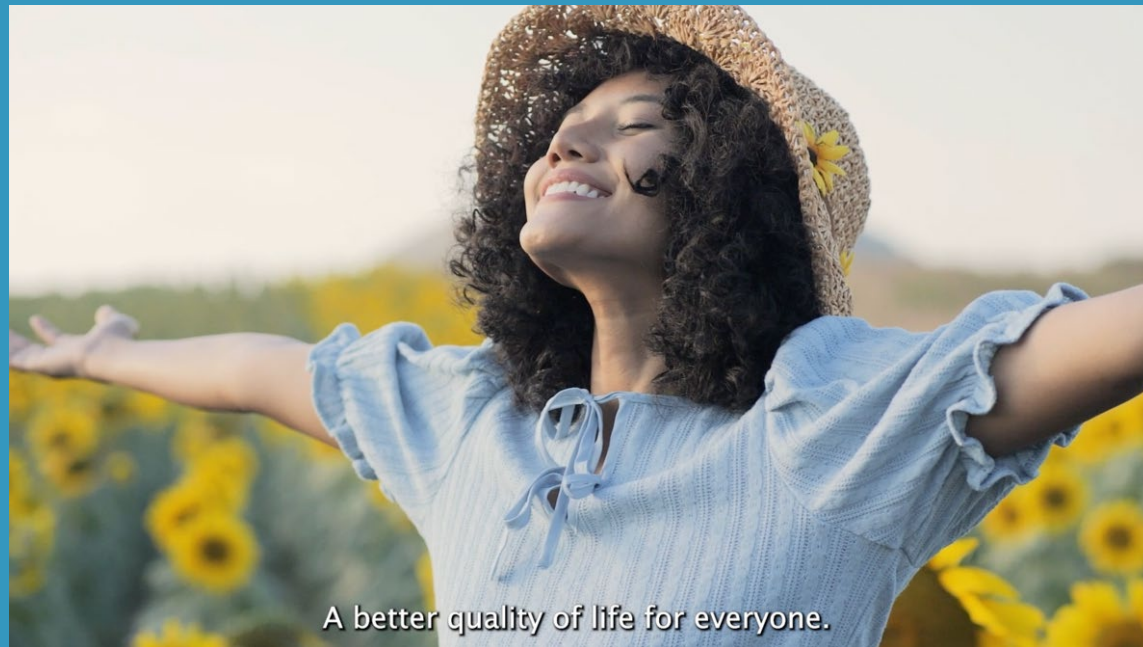


ENERGY STAR Day 2024: Activation





Earth Day 2023



Focus: Introduce the Clean Energy Future

Audience: Engaged Energy Savers & Intenders

Overview: Seeds the concept of a clean energy future, leveraging the hopeful, optimistic and aspirational emotions and key motivators identified in our research to engage consumers.

Positions ENERGY STAR as trusted resource to help them make the energy choices that count, giving them agency over their personal impact on climate.

Results: Outperformed Video View Rate by 5%

Exceeded CTR benchmark by 6x

Delivered 1000x projected clicks to website

Over 61% of website visits were from new users



A better quality of life for everyone.



Earth Day 2023



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ENERGY STAR Day 2023



1471773280

- Focus:** Inclusivity
- Audience:** LMI Homeowners
- Overview:** Position the benefits of a clean energy future as accessible to everyone through available incentives and services.
- Launch:** **ENERGY STAR Day October 11, 2023**
- Components:**
 - :30 Video
 - Digital Advertising Assets
 - Content Package: Ask the Experts, organic social, newsletter
 - Partner toolkits



1471773280

ENERGY STAR Day 2023



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- Components:**
 - :30 Video
 - Digital Advertising Assets
 - Content Package: Ask the Experts, organic social, newsletter
 - Partner toolkits



Earth Day 2024



Focus: Driving Action

Audience: English & Spanish Speaking Homeowners

Overview: Drive audiences to Incentive Finder

Launch: **Earth Day 2024**

Components: :30 Video

Digital Advertising Assets

Content Package: Ask the Experts, organic social, newsletter

Partner/State toolkits: Including targeted communication materials for LMI and Spanish-speaking audiences



Clean Energy Future Campaign: Integrated Media Support

ENGAGE



Engagement Tactics

- Streaming video
- Digital video and radio
- Paid social (static + video)
- Macro-influencer partnerships
- Partner activation

EDUCATE



Education Tactics

- ENERGY STAR Content: website, Ask the Experts, e-newsletter, social
- Micro-Influencer partnership

ACTIVATE



Conversion Tactics

- Display banners
- Paid social (strong incentive CTA)
- Paid Search
- Partner co-marketing



THANK YOU!

- Jill Vohr: vohr.jill@epa.gov
- Cindy Gage: cgage@cplusc.com

Q&A and Feedback

- Leslie Jones: jones.leslie.a@epa.gov

ENERGY STAR® Day is **October 11th**

Join your fellow **ENERGY STAR Partners** in promoting the equitable access to the benefits of energy efficiency and help **all Americans** take part in the **Clean Energy Future**. Let's leverage our collective outreach power to **make a difference!**



Email voehr.jill@epa.gov
If you're participating!



Scan QR Code
to download the
ENERGY STAR
Day Toolkit

